

	Traffic Order#	104117			
Status	Confirmed				
Mod#	0				
Ver#	1				
Rep Order#	6831873				
EC'd	Yes				
Sh					

Printed: 07/09/2012 9:14 AM
Last Received: 07/09/2012 6:04 AM
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -305 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$400.00	08/28-08/31	8	1	8	\$3,200.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	\$400.00	09/03-09/03	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	3	M	6A-7A		:30	\$700.00	09/03-09/03	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	4	TU-F	6A-7A		:30	\$700.00	08/28-08/31	8	1	8	\$5,600.00	
		Buyline Comment: NEWS										
	5	M	7A-9A		:30	\$1,400.00	09/03-09/03	1	1	1	\$1,400.00	
		Buyline Comment: TODAY										
	6	TU	7A-9A		:30	\$1,400.00	08/28-08/28	1	1	1	\$1,400.00	
		Buyline Comment: TODAY										
	7	TU-F	12P-1230P		:30	\$425.00	08/28-08/31	4	1	4	\$1,700.00	
		Buyline Comment: NEWS										
	8	M	12P-1230P		:30	\$425.00	09/03-09/03	1	1	1	\$425.00	
		Buyline Comment: NEWS										
	9	M	9A-10A		:30	\$500.00	09/03-09/03	1	1	1	\$500.00	
		Buyline Comment: NEWS										
	10	TU-F	9A-10A		:30	\$500.00	08/28-08/31	4	1	4	\$2,000.00	
		Buyline Comment: NEWS										

Station	KSNV-TV LAS VEGAS, NV.			Agency	() SHORR,JOHNSON,MAGNUS			Rep Firm				
Advertiser	() BERKLEY FOR SENATE				1831 CHESTNUT ST. #602			Sales Office () PHILADELPHIA				
Product	BERKLEY FOR SENATE				PHILADELPHIA, PA 19103			Salesperson () AMY MCCREARY				
Estimate#	305			Agency C/P1/P2/E	//305			Salesperson Phone# 215-568-6540				
Buyer	MICHAEL DETTORRE			Flight Dates	08/28/2012 - 09/03/2012			Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU-F	430P-5P	NEWS	:30	\$700.00	08/28-08/31	4	1	4	\$2,800.00	
				Buyline Comment: NEWS								
	12	M	430P-5P	NEWS	:30	\$700.00	09/03-09/03	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	13	M	4P-430P	NEWS	:30	\$700.00	09/03-09/03	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	14	TU-F	4P-430P	NEWS	:30	\$700.00	08/28-08/31	4	1	4	\$2,800.00	
				Buyline Comment: NEWS								
	15	TU-F	5P-630P	NEWS	:30	\$1,000.00	08/28-08/31	4	1	4	\$4,000.00	
				Buyline Comment: NEWS								
	16	M	5P-630P	NEWS	:30	\$1,000.00	09/03-09/03	1	1	1	\$1,000.00	
				Buyline Comment: NEWS								
	17	SU	730P-8P	VEGAS INC	:30	\$375.00	09/02-09/02	1	1	1	\$375.00	
				Buyline Comment: VEGAS INC								
	18	TU-F	730P-8P	FACE	:30	\$800.00	08/28-08/31	4	1	4	\$3,200.00	
				Buyline Comment: FACE								
	19	M	730P-8P	FACE	:30	\$800.00	09/03-09/03	1	1	1	\$800.00	
				Buyline Comment: FACE								
	20	M	630P-730P	WH/JEP	:30	\$1,000.00	09/03-09/03	2	1	2	\$2,000.00	
				Buyline Comment: WH/JEP								
	21	TU-F	630P-730P	WH/JEP	:30	\$1,000.00	08/28-08/31	8	1	8	\$8,000.00	
				Buyline Comment: WH/JEP								

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Product BERKLEY FOR SENATE
Estimate# 308
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //308
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	SA-SU	11P-1135P	NEWS	:30	\$1,100.00	09/01-09/02	2	1	2	\$2,200.00	
	Buyline Comment: NEWS											
	23	TU-F	11P-1135P	NEWS	:30	\$1,100.00	08/28-08/31	4	1	4	\$4,400.00	
	Buyline Comment: NEWS											
	24	M	11P-1135P	NEWS	:30	\$1,100.00	09/03-09/03	1	1	1	\$1,100.00	
	Buyline Comment: NEWS											
	25	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	09/02-09/02	1	1	1	\$200.00	
	Buyline Comment: SPORTS NIGHT											
	26	SA	7A-9A	SAT TODAY	:30	\$625.00	09/01-09/01	2	1	2	\$1,250.00	
	Buyline Comment: SAT TODAY											

---REPORT TOTALS---

Report Totals: 73 / \$53,950.00

---SALES MONTHLY TOTALS---

Sep 12: 73 / \$53,950.00

Sales Totals: 73 / \$53,950.00

Station Totals: 73 / \$53,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,102	CATV 0%	KBLR 0%	KINC 0%	KLAS 20%	KSNV 49%
		KTNV 16%	KTUD 0%	KVCW 2%	KVMY 0%	KVVU 13%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
EST-SHARES BASED ON SEVERAL ORDERS

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Books JUL12
Demos RA35+